



What is the City, but the people?

— William Shakespeare

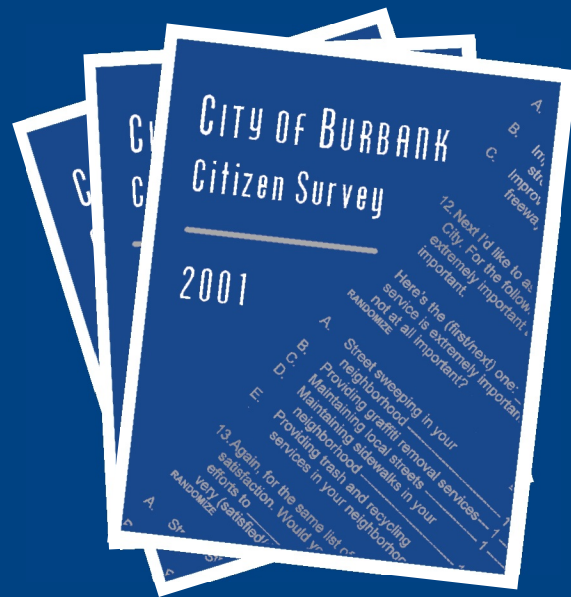
General City Operations

To provide municipal government leadership which is open and responsive to its residential and corporate constituents and is characterized by stability, confidence in the future and cooperative interaction among civic leaders, residents, business people and City staff, while recognizing and respecting legitimate differences of opinions on critical issues facing the City.

1. Continue to work with the cities of Glendale and Pasadena along with the Airport Authority towards a long-term resolution for the Burbank-Glendale-Pasadena Airport.
2. Complete regular and comprehensive citizen surveys every three years to gain feedback on City services.
3. Conduct town hall meetings every 3 years to gain increased citizen input as a follow-up to regular citizen surveys.
4. Update and reformat the entire Burbank Municipal Code including the removal of several antiquated and unnecessary portions of the Code. This project will enable easier maintenance of the Code as well as the ability to more effectively do research with the Code in the future.
5. Continue implementing a voter education program that includes bus bench advertisements, lawn signs, local government programming advertisements, voter registration campaigns, etc., to increase voter turnout.
6. Monitor Federal and State election reform legislation and work with Los Angeles County as well as other local cities to ascertain the feasibility of new voting equipment and procedures.
7. Develop an Information Technology master plan for the City of Burbank and update every two years.

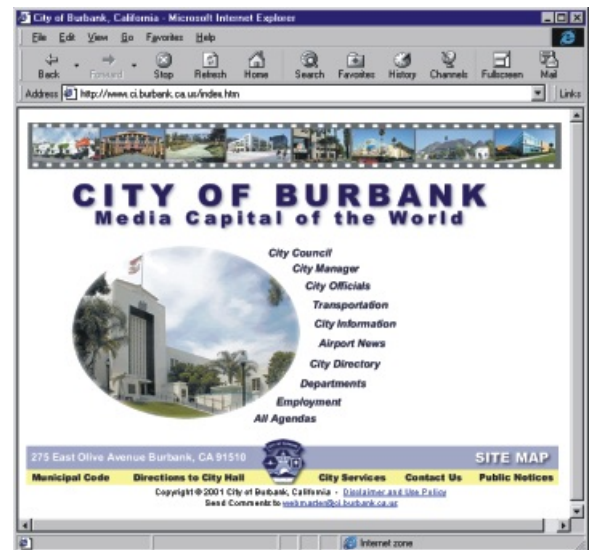


The resolution of disputes between the City and the Burbank-Glendale-Pasadena Airport Authority is a top priority for the City Council. The Council recognizes the importance of the airport as an economic engine, but the Council also recognizes the need to protect residents from the increased noise and traffic that would result from the uncontrolled growth of the air terminal.



As part of its commitment to providing the best possible service to the community, the City will conduct regular Citizen Surveys. The goal is simple: To find out what the City can do to improve services.

8. Provide information technology tools and technical support to strengthen and enhance executive decision-making.
9. Implement work-flow strategies and forms management to streamline business processes and improve productivity.
10. Empower end-user customers to manage their information using easy to use technology tools for reporting, analysis, forecasting, etc.
11. Provide and maintain an accurate, comprehensive City Geographical Information System.



The Internet will continue to be a valuable resource for individuals to obtain information. The City is committed to continually improving its website as more individuals use this means of communication. Visit the City Website at www.ci.burbank.ca.us.

- ▶ Develop a maintenance and support plan for all data layers
 - ▶ Develop a new and innovative approach to providing customer information in electronic/digital formats in support of one-stop permit center
 - ▶ Provide tools for customer departments to utilize this information in support of their initiatives, e.g., tree inventory in the field, on-site inspection of homes, etc.
12. Provide and maintain state-of-the-art Combined Emergency Communication Center.
 - ▶ Support systems to ensure optimal performance and maximum availability
 - ▶ Monitor industry trends and developments to identify potential improvements
 - ▶ Provide input and recommend appropriate changes to strategic technology plans and projects
 - ▶ Advocate to expand wireless capacity to view maps, photos, etc.
 13. Develop an improved purchasing process for computer hardware, software and consultant services.
 14. Implement sound, proven technologies including appropriate infrastructure technology.

15. Reduce air-pollution, traffic and parking congestion by promoting telecommuting and electronic commerce.

- ▶ Make City services available on-line to the fullest extent possible
- ▶ Expand on-line City information resources in public locations

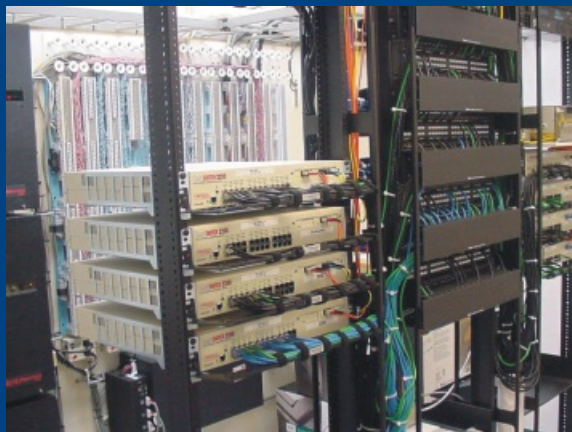
16. Develop and implement electronic communication applications to allow the public to safely, securely and accurately conduct financial and non-financial transactions with City departments.

- ▶ Enhance electronic access to City services by the public, businesses, other government agencies and City employees
- ▶ Expand public access to City services in addition to effective City staff interaction with the public
- ▶ Provide direct access to City records that are specific to members of the public while maintaining privacy and security
- ▶ Ensure access by all, including non-English speakers and people with disabilities

17. Develop and manage a technology “refresh” plan to allow the City to maintain its investment in technology, while implementing sound and proven technologies as appropriate.

18. Deploy and maintain information systems that are cost-effective, increase access to public information and improve the City’s productivity and customer service.

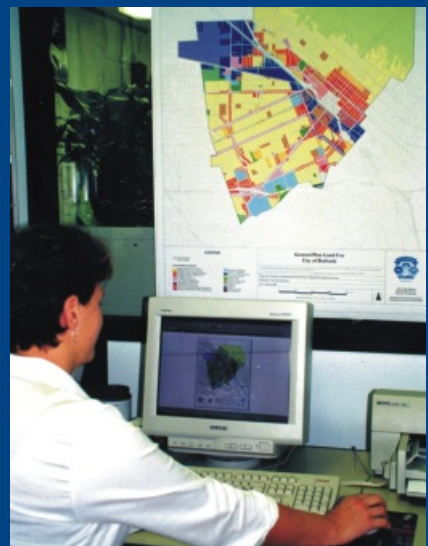
19. Implement a toll-free, non-emergency telephone number (i.e. 311) to provide a convenient, user-friendly method in which the public can access information regarding City resources and services.



Burbank will continue to expand the use of information technology and is committed to taking advantage of technological advances in a well planned, well managed, systematic, and cost-effective manner. The City will continue to deploy and maintain information systems that will best serve the public interest and improve the productivity of the City's workforce.

20. Develop a comprehensive strategy to improve City Communications with the public.
21. Implement a comprehensive strategy for the City Web page. Explore central coordination, planning, funding, and the setting of standards for the future maintenance and operations of the site. Maintain system wherein staff can easily update information database for immediate Internet access.
22. Implement document management system in order to more effectively manage old documents. Use of modern document management systems will save space, provide access from a desktop computer, and improve accessibility to the public.
23. Increase Public Works and Community Development outreach and community education efforts for construction projects and City services by keeping Web pages current, enhancing public counter information, adding GIS information and continuing with public notices.
24. Explore the alternatives of using full-time, part-time, and task-specific employees to meet the varied service needs of the City.
25. Develop supplemental retirement systems to facilitate rightsizing efforts.

Providing increased information to residents via the Internet is important as the City moves into the 21st century. The City is committed to having a Web site that allows residents to do such things as learn more about Burbank, pay bills on-line and access GIS information regarding property in Burbank. In addition, developing a sophisticated approach to providing customer information in electronic/digital formats will be critical in, ultimately, achieving a one-step permit center.



26. Increase job opportunities for the developmentally disabled and vision-impaired.
27. Provide access to on-line applications on the City Web site.
28. Establish a central database for Burbank's survey cities to facilitate the use of labor and organizational data.
29. Continue to encourage minority applicants in all recruitments with the goal of increasing ethnic diversity among staff and enhancing bilingual skills to better serve the public.
30. Reduce time to certify employment lists as follows: for existing lists, from seven days to four days; for competitions with tests to be revised, from 60 days to 45 days for departmental and interdepartmental competitions and from 90 days to 60 days for open, competitive exams; and for exams with test revision not needed, cut time from current 30-45 days to 20-30 days.

Ethnic Background	2000 Census	1999 Workforce	2000 Workforce
White	59.4%	75.2%	73.9%
Black or African-American	1.9%	3.3%	3.2%
Hispanic or Latino	24.9%	16.0%	17.1%
American Indian	0.3%	1.3%	1.3%
Asian	9.0%	4.2%	4.5%
Other*	0.3%	0.0%	0.0%
Two or more races	4.2%	N/A	N/A
TOTALS	100.0%	100.0%	100.0%

The City's multi-culture outreach efforts have increased the City's minority diversity within the workforce. The City will continue to encourage minority applicants in all recruitments with the goal of increasing ethnic diversity among staff and enhancing bilingual skills to better serve the public.

31. Implement department-based recruiting while assuring compliance with Labor agreements, Civil Service rules, EEO and DFEH regulations and citywide outreach efforts.

32. Provide writing and presentation skills over three years for all middle management.

33. Provide Customer Service Training for counter personnel and field workers that regularly interact with the public. Customer-friendly service and “how to deal with difficult people” will be the focus.



As the City continues to upgrade the technological infrastructure within all City departments, it becomes increasingly important to have well-trained, computer-savvy personnel. Ongoing citywide computer training and education of employees will be another strategic objective over the next several years.

34. Implement a requirement for supervisors to be certified and/or re-certified every three years.

35. The City will provide continuing job-skill enhancement training for field and office personnel.